



JOB DESCRIPTION

JOB TITLE: Head of Marketing

HOURS: 40 hours per week

SALARY: £35,000-£40,000 per annum

RESPONSIBLE TO: Director of Audiences and Visitor Experience

RESPONSIBLE FOR: Marketing Manager

Main Duties

- Lead and manage the Marketing and Communications team to create and deliver outstanding campaigns across all areas of the organisation, ensuring cohesive and innovative marketing strategies are implemented across the business.
- As part of the Management Team, play a key role in the day-to-day management of the theatre, upholding RET's values with a commitment to delivering excellence.
- Collaborate with the Director of Audiences and Visitor Experience to integrate sales data across departments, ensuring campaign strategies are aligned, deadlines are met, and targets are achieved. Regularly assess the performance of all campaigns and recommend adjustments based on key insights.
- Work closely with Executive team to identify opportunities that increase audience engagement, retention, and awareness. Support the development of RET's Audience Strategy, ensuring diverse audiences reflect the cultural richness of our city.
- Establish effective communication channels between marketing and box-office teams, ensuring seamless collaboration on sales targets and campaign performance.
- Oversee all marketing campaigns to ensure efficiency and maximum impact. Focus on driving income, achieving key objectives, and maximising media coverage across all platforms.
- Collaborate with external press agencies to manage all press and public relations efforts, including local, national, and industry press for RET.
- Drive forward RET's digital engagement ensuring high levels of engagement across digital platforms.
- Work closely with the Box Office Manager and CRM and Audiences Manager to utilise data insights in campaign decision-making. Monitor campaign performance, ensuring a strong return on investment.
- Develop strategies to grow Group Sales, Memberships, Events and RET's hospitality provision.
- Manage relationships with appointed agencies and contractors, ensuring RET receives excellent service and value for money in all marketing and communications activities.
- Collaborate with the Engagement team to deliver campaigns that support participation, engagement, and community-focused activities, particularly those involving Children and Young People.
- Manage the marketing and press budget in line with company guidelines, ensuring targets are met and costs are controlled effectively.
- Oversee the successful delivery of press nights.
- Adhere to all relevant legislation, company policies, and procedures, including General Data Protection Regulations (GDPR), ensuring the responsible handling of all data.
- Act as an ambassador for RET, promoting the company's values and behaviours, and championing its mission to the wider public.

- Undertake additional tasks as required, with flexibility and a proactive approach to meeting the evolving needs of the company.

Person Specification

Essential

The successful candidate will meet the majority of these requirements:

Experience

- A minimum of 5 years of proven experience in developing and executing marketing and promotional strategies in a similar environment.
- Demonstrable experience in audience development and managing high-impact campaigns.
- Strong background in sales-driven campaigns and PR.
- Experience managing and developing relationships with local and national media.

Skills & Knowledge

- Expertise in copywriting, design, print, digital media, and other communication channels, including radio, outdoor advertising, and direct mail.
- Proven financial management skills, with the ability to set and manage campaign budgets effectively.
- Strong knowledge of audience engagement strategies, with a focus on building brand loyalty and increasing audience reach.
- Experience in brand development with a strong visual sensibility.
- Understanding of the balance between commercial sales and artistic/community engagement.

Education & Qualifications

- Educated to degree level or equivalent in a relevant field (e.g., Marketing, Communications, or Performing Arts).

Personal Attributes

- Motivated, inclusive, and experienced in team leadership and management.
- Strong planning, communication, presentation, and negotiation skills.
- Flexible and imaginative, with the ability to work under pressure and meet deadlines.
- A deep passion for culture and the performing arts, with a commitment to equality, diversity, and inclusion.

Desirable

The ideal candidate may also meet some of the following criteria:

Experience

- Previous experience in an arts and cultural organisation.
- Familiarity with CRM systems, MOSAIC profiling, and Yes Plan (or similar platforms)